

THE PROMISE OF EDUCATION

ANNUAL REPORT | 2017



Pratham has crafted its
strategy thoughtfully and has
carefully grounded that strategy
in a proven theory of change.



A version of this quotation initially appeared in *Engine of Impact: Essentials of Strategic Leadership in the Nonprofit Sector* by William F. Meehan III and Kim Starkey Jonker.

This annual report covers the activities of Pratham USA during the period of January 1, 2017 to December 31, 2017.
However, Pratham's program statistics reflect data from the 2017-2018 Indian school year.



EVERY CHILD IN SCHOOL AND LEARNING WELL

Of the 26 million Indian children who enter first grade each year, half will reach fifth grade unable to read or write. Founded in partnership with UNICEF and the Mumbai Municipal Corporation, Pratham has worked for over two decades to address this education crisis.


We believe that all children deserve access to a quality education and the opportunity to fulfill their potential.

By moving beyond the traditional classroom model and teaching children at the right level, rather than grouping them by age, we redefine how students learn.

Our rigorously tested, scalable solutions transform academic achievements, self-confidence and life trajectories.

Fundamental to our approach is the engagement of community stakeholders, government and industry to maximize our impact. Pratham's low-cost methods are versatile and replicable, allowing them to be adapted efficiently and effectively by partners locally and statewide.

Our network of dedicated volunteers and educators extends—from house to village—from district to state—across all of India—with a common goal: every child in school and learning well.

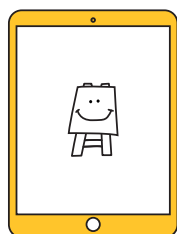


2017-2018

OUR IMPACT

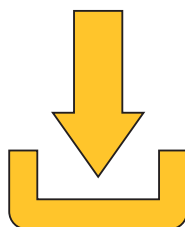
PRADIGI

Last year, tablets with preloaded Pratham content were distributed in communities across India through our edtech initiative, PraDigi. A companion app, freely downloadable in 11 Indian languages, further increases access to quality education.



13,500

TABLETS DISTRIBUTED



10,000

APP DOWNLOADS



11,000

YOUTUBE SUBSCRIBERS

8M

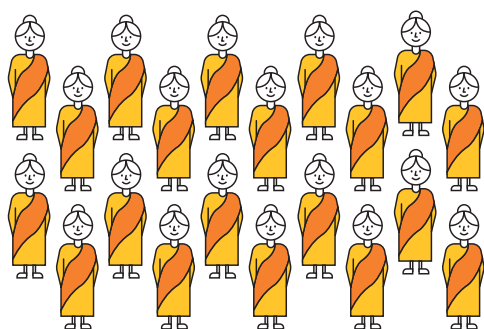
CHILDREN BENEFITED

1.1M

DIRECTLY

6.9M

**THROUGH GOVERNMENT
PARTNERSHIPS**



25,000

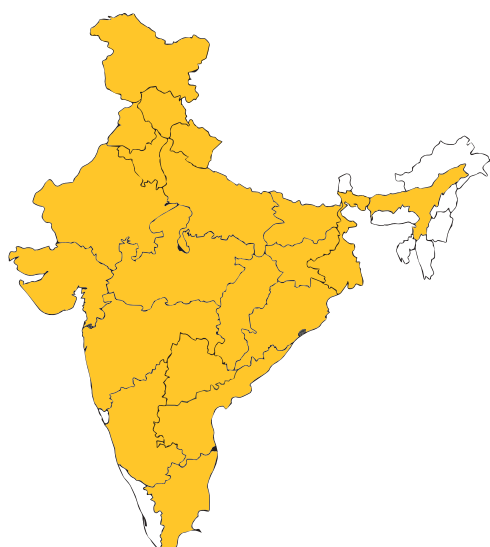
**YOUTH EQUIPPED WITH SKILLS
TO LAUNCH A CAREER**

250,000

TEACHERS TRAINED

4,100

**GIRLS GIVEN A SECOND CHANCE
TO COMPLETE THEIR EDUCATION**



WHERE WE WORK

23 CITIES

21 STATES

2 UNION TERRITORIES



STORIES FROM OUR COMMUNITY

ANJANI, AHILYA AND RAJAN: PROBLEM SOLVERS

In the remote village of Navagaon, students in Pratham's Second Chance program for female dropouts were given an assignment as part of their life skills module: "Identify an issue in your community and work towards resolving it." Three of the young women in the class, Anjani, Ahilya and Rajan, took the opportunity to demonstrate how classroom lessons can be applied to achieve real-world results.

"In our village, there was a problem," explains Ahilya. "The women had to walk a long distance to fetch water. So we spoke to the Sarpanch (village head) about giving our village a borewell."

"The elders in the village asked us why we were getting involved with such things," interjects Anjani. "Our older brothers felt we were wasting our time."

The life skills module focuses on abilities like problem-solving, critical and creative thinking, communications and interpersonal skills. It was introduced to give girls and young women the skills and self-confidence necessary to succeed in their lives outside the classroom.

"Our students would not be able to speak confidently," explains Pratham Center Coordinator Baliram Divya. "These girls are now able to communicate well with others. They have learned to express and present themselves with ease. We can see confidence in them."

Anjani, Ahilya and Rajan are no exception. "We had to visit the Sarpanch several times. Finally, he agreed," says Ahilya with a smile. "Now the women won't have to walk to another village to fetch water."



“Things I thought were beyond my reach now seem possible.”

ANUBHAV: FUTURE INVENTOR

“My son has been interested in science since he was in the fifth grade,” recalls Janaki Bagh, mother of 14-year-old Anubhav. “When he was little, he used to open our radio and play with the wires.”

Although encouraging of his talent and passion for engineering, Anubhav’s family members—lacking education themselves—could only support him so much.

Then, a few months ago, he was given a tablet as part of PraDigi, Pratham’s digital initiative that offers high-quality, interactive content to children in remote areas. The videos he saw opened up a new world for the curious boy and, in the words of his mother, “expanded the range of his experiments.”

“Things I thought were beyond my reach now seem possible,” exclaims Anubhav, his face illuminated by the tablet’s glow.



RAJAT: JOB CREATOR

After attending Pratham’s automotive training program in Nagpur, Rajat was placed with a prominent company in Aurangabad, where he washed cars. A diligent worker, Rajat excelled at his new job. But Pratham had planted the seeds of something bigger—he began to have dreams of starting his own car wash.

Rajat decided to move back home, where his old mentors from Pratham gave him the guidance he needed to get his business up and running. The 23-year-old now earns \$740 a month and has recently hired two employees.

“Pratham supported me when I needed it most,” explains Rajat. “They helped me understand how a business functions and encouraged me to start one. After that, I was responsible. I worked hard and kept moving forward. They gave me a clue and I followed it.”

A MESSAGE FROM OUR LEADERSHIP

Dear Supporters,

Today, we find ourselves at a pivotal point in Pratham's 23-year history, poised to scale our impact even further, allowing us to reach exponentially more children. In the pages that follow, you will read about our major accomplishments from the past year and get a glimpse of our vision for the future.

We are delighted to report that in 2017, Pratham's work, directly and through partnerships, benefited eight million children and youth. This success is a testament to the effectiveness of our programs and our engagement with school and government at all levels, which enables Pratham to operate at scale across India.

In 2017, this meant Pratham trained 250,000 teachers and educators. They, in turn, employed our methods in government-run schools in 15 states. 2017 also saw the launch of PraDigi, Pratham's edtech initiative, which has the potential to revolutionize the scope and nature of children's learning. Tablets preloaded with content in 11 Indian languages will make education accessible to those even in the most remote regions.

While we are proud of what we have achieved, we recognize the enormity of the task before us. Earlier this year, the ASER Centre conducted *Beyond Basics*, its first-ever survey of 14 to 18 year olds. The report concluded that millions of children and young adults are receiving neither the preparation nor the education needed to support themselves, their families and ultimately their communities.

In light of these findings, the time has come for Pratham to make a significant shift in our approach.

Over the next three years, we will substantially evolve our learning camp model, establishing a more sustained presence in the 5,000 villages where we work. We will expand the range and volume of activities offered throughout the year and broaden the age group of children we engage. We will also encourage local stakeholders to take ownership of their community's learning goals and activities. These villages will then serve as a replicable model, which local and state governments can adopt.

Pratham's work is about far more than literacy. It is about creating productive and open educational environments so that children can become curious explorers, critical thinkers and lifelong learners. It is about empowering parents to play a more active role in their child's education. It is about providing young men and women the skills and opportunities necessary to pursue productive, fulfilling lives.

Of course, none of this would be attainable without your help. Pratham USA's network of committed donors offers the most vulnerable segments of society a chance to succeed. We are humbled by your generosity and dedication in helping Pratham educate the underprivileged of India. We offer our sincere gratitude and hope you will continue with us on this journey to transform a nation.

Sincerely,



Deepak Raj
Pratham USA Chairman



Dr. Rukmini Banerji
Pratham Education Foundation CEO



Deepak Raj, *Pratham USA Chairman*

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LEADERSHIP, INDIA

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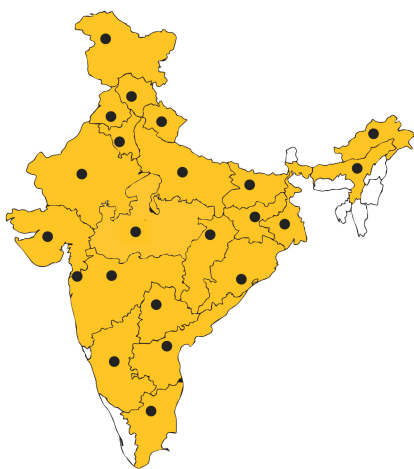
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From the start, Pratham
had a plan for scaling, one that
involved deliberately building a wide
range of essential capabilities.

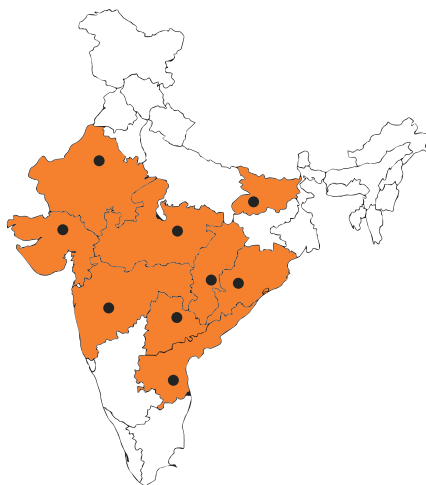
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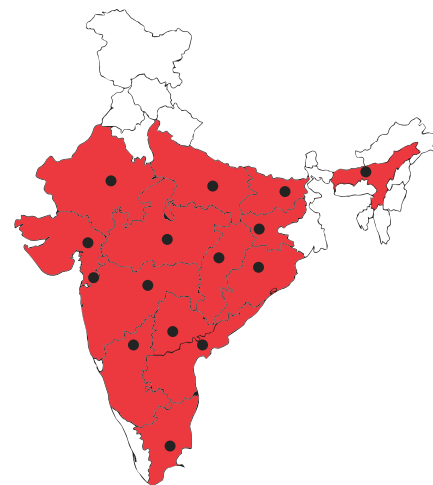
OUR PROGRAMS



LITERACY AND LEARNING
5,000 VILLAGES IN 21 STATES



GIRLS' EDUCATION
32 CENTERS IN 9 STATES



VOCATIONAL TRAINING
95 CENTERS IN 15 STATES



NON-FORMAL
EDUCATION

RE-IMAGINED



Pratham has been innovating low-cost, scalable solutions in the areas of early childhood education, remedial learning and basic literacy for over two decades. By improving the quality of education provided to underprivileged children at the primary and middle school levels, we improve their chances of success in the future.

Our revolutionary Read India program groups children by ability rather than grade level and combines academic instruction with fun, hands-on activities—a break with India's rote learning tradition. This approach ensures that each child grasps the fundamentals before advancing to the next stage.

Read India has been rigorously tested and proven to increase learning significantly in both Pratham classrooms and camps staffed by trained volunteers or government teachers. After only six to eight weeks

of instruction, close to 80% of camp participants become readers and are able to do basic arithmetic confidently.

In addition to direct intervention, partnerships with all levels of government are instrumental in spreading Pratham's methodology and strengthening school systems across the country.

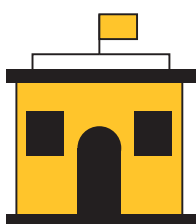
The Example of Punjab

In 2017, the government of Punjab launched a state-wide initiative to improve learning outcomes in each of its schools. Pratham is collaborating with state educators by aiding in the design and implementation of the program, conducting teacher trainings, producing education materials and lending academic support for data analysis and program assessment.

GOVERNMENT PARTNERSHIP IN PUNJAB



22 DISTRICTS



20,000 SCHOOLS



46,000 TEACHERS



800,000 CHILDREN



Females in India face numerous barriers when it comes to education. Financial constraints, parental discouragement and societal expectations are just a few of the contributing factors. Currently, an estimated four million girls do not attend school, while 80% of those enrolled in primary school will drop out before reaching the eighth grade.

Pratham's Second Chance program enables girls to return to school and complete their secondary education, unlocking a world of possibilities previously closed off to them. In addition to a four-month foundation course and extensive subject-specific tutoring, the yearlong program offers sessions in life skills, nutrition, childcare, and computer literacy.

Studies show that educated females lead healthier, more productive lives, benefiting the community at large and contributing to a stronger society.

Our hub and spoke model is both accessible and affordable, allowing members of this marginalized group to study near their homes and around their daily household and work responsibilities in a safe, supportive environment.

Since the introduction of the program in 2011, more than 27,000 girls and young women have been given the opportunity to obtain their diploma. In 2017, more than 3,000 Second Chance participants passed their secondary school examination, improving their prospects for higher education and employment.

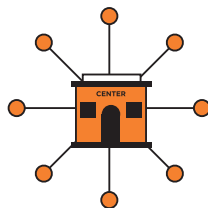
In Focus: Girls' Education in Gujarat

From the earliest stages of Second Chance, Gujarat has been a role model for other states. With four centers serving 18 clusters, Gujarat continues to benefit more women and achieve consistently higher pass percentages than any other state. In 2017, 92% of participants passed their secondary school exam.

GIRLS' EDUCATION PROGRAM IN GUJARAT



4 DISTRICTS



18 CLUSTERS



452 GIRLS

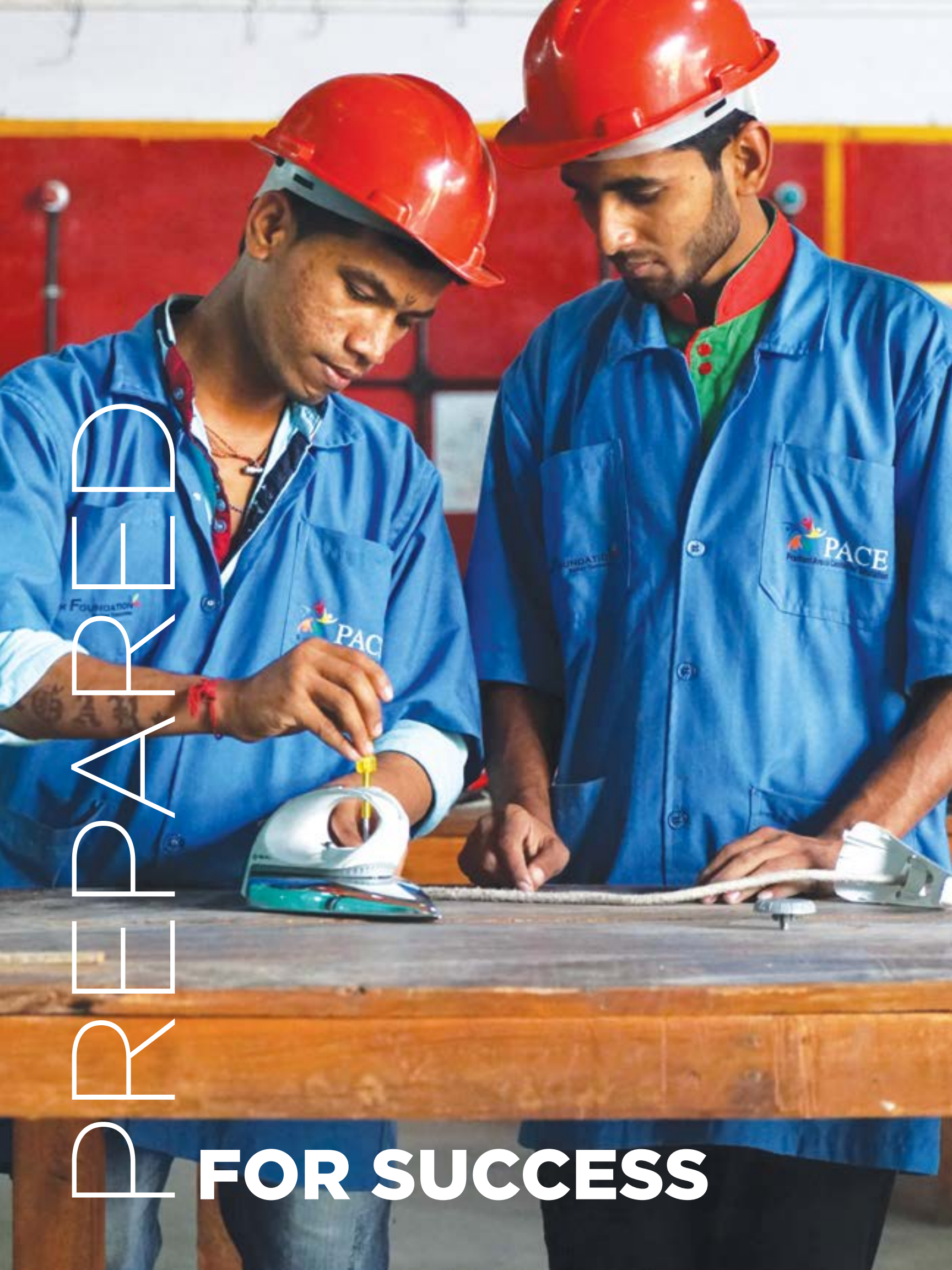


92% PASS



S
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SECOND



PREPARE

FOR SUCCESS



Since its inception in 2005, Pratham's vocational program has been helping bridge the skills gap and putting young adults (ages 18-30) on a path towards employment and economic self-sufficiency. Today, we offer six tracks of study, each roughly two to three months long, in fields such as automotive, hospitality and electrical, at 95 residential and nonresidential centers in 15 Indian states.

Our industry-driven curricula, developed with key knowledge partners and accredited by India's National Skill Development Corporation, ensure that students acquire the competencies needed to fill entry-level positions. We also impart basic life and soft skills, better preparing students to enter the workforce and successfully manage their independence.

This past year, more than 25,000 young adults were trained through our vocational programs, of which 89% have been placed in jobs. Pratham's success

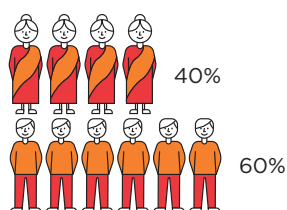
can be traced to our broad geographic reach, which facilitates mobilization in rural communities, and our hands-on training model, which satisfies the requirements for employment. In addition, our post-placement tracking and social support network result in greater job retention.

Enabling Entrepreneurs

We also offer support towards self-employment, providing capital, counseling and mentorship to start and grow micro-enterprises. Today, more than 1,500 individuals (primarily women) have launched their own businesses through this program, in the process becoming job creators and benefiting entire communities.

Courses of Study: Automotive, Beauty, Construction (includes plumbing, welding, and bar bending), Electrical, Hospitality, and Healthcare

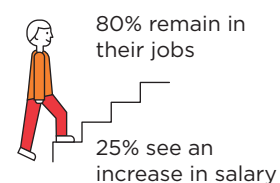
VOCATIONAL TRAINING PROGRAM ALUMNI



**GRADUATES
BY GENDER**



**CHANGE IN INCOME
AFTER GRADUATION**



**EMPLOYMENT STATUS
AFTER SIX MONTHS**



Since 2005, Pratham has been at the forefront of capturing data on school enrollment, facilities and—most importantly—children’s learning. The world’s largest household survey of this type, the Annual Status of Education Report (ASER) measures the basic literacy and numeracy skills of 600,000 rural children at district, state and national levels, monitoring changes in these parameters over time.

ASER’s effectiveness lies in its simplicity. The assessment tools are easy to grasp and administer, allowing ordinary citizens to act to improve the quality of education in their communities.

Findings from the report have had a major influence on governmental strategies and spending, helping to shape India’s education policy. Meanwhile, the methodology behind the report has spread across

the globe. Currently, entities in 14 countries on three continents are facilitating citizen-led surveys of more than a million children annually as part of the PAL (People’s Action for Learning) Network.

ASER 2017: Beyond Basics

Having successfully provided data on primary school children for over a decade, Pratham sought to better understand the condition of youth between the ages of 14 and 18. This generation is the first to have finished eight years of school since India’s Right to Education Act was passed. For this older age group, the pilot survey measured a broader set of dimensions. Roughly 2,000 volunteers from 35 partner institutions conducted the inaugural survey of 28,323 youth across 24 states.

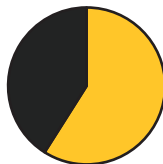
KEY FINDINGS FROM ASER 2017: BEYOND BASICS



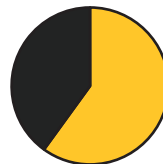
Activity: 86% are in school



Ability: 57% can't perform simple division



Awareness: 59% have never used a computer



Aspirations: 60% intend to go to college

Activity (current education and employment status), Ability (capability of applying basic numeracy and literacy skills), Awareness (exposure to media as well as digital and financial instruments and processes), and Aspiration (educational and career goals).



EVIDENCE IN

NO
THE
A



DELIVERING ON THE PROMISE OF EDUCATION

Since 1995, Pratham has worked to improve the quality of education available to underserved communities where the promise of education has gone unfulfilled. In this time, we have developed a range of basic literacy programs to address the needs of children in their early, primary and middle school years. Today, these programs are delivered through direct intervention in 5,000 villages across 21 states as well as in partnership with government.

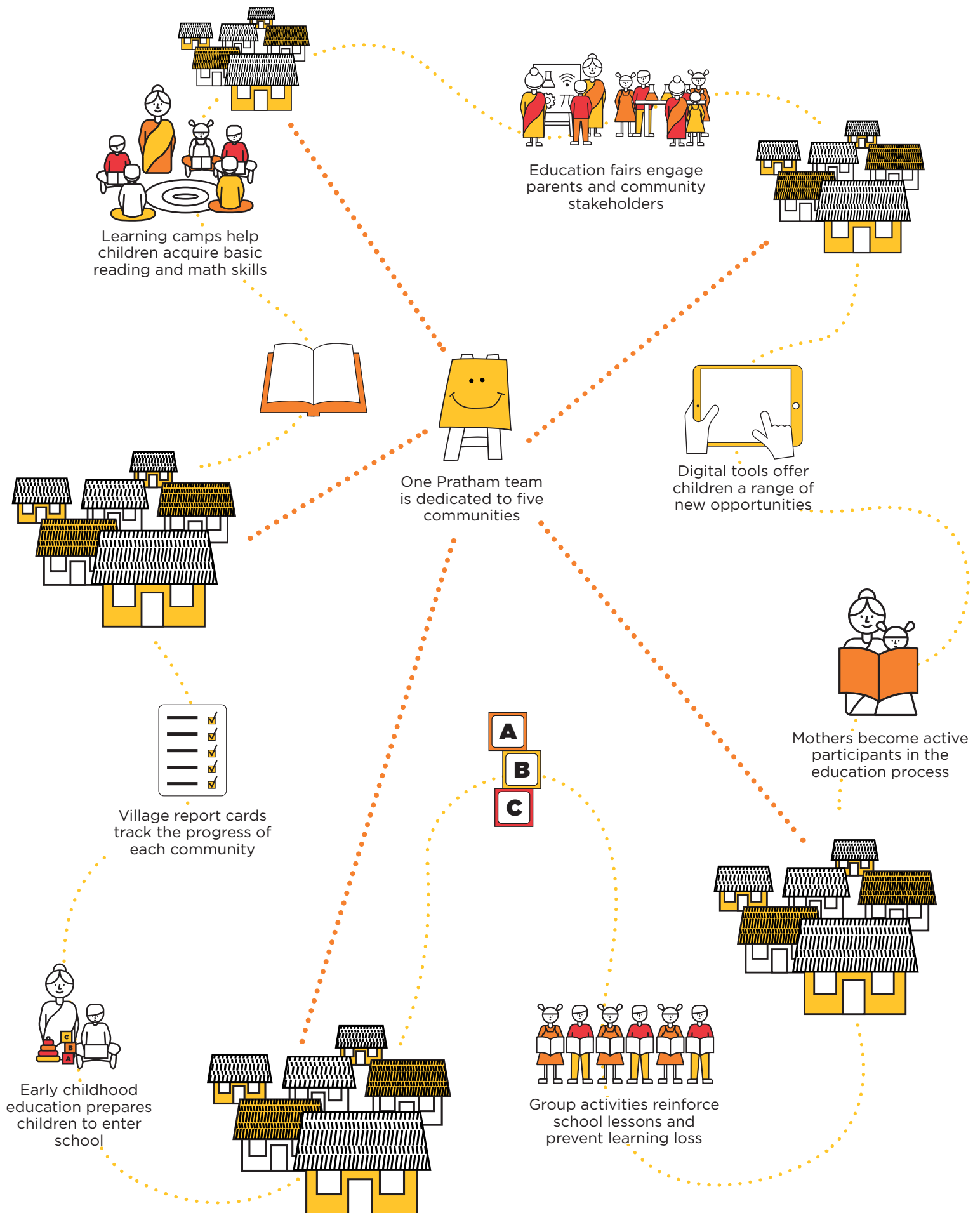
While progress has been made, millions of children and youth remain ill-prepared to meet the challenges that lie ahead in school and beyond. Our aim is to build foundational skills at an early age, which, experience has shown, greatly increases the chances of long-term academic success.

In the coming year, we will shift our approach to include a sustained presence and more comprehensive programming in existing Pratham communities.

Our key objectives are:

- Develop the early cognitive and social skills necessary to start school.
- Ensure that all children in the village acquire and retain essential reading, writing, and arithmetic skills.
- Empower mothers to become more involved in educational activities.
- Cultivate each child's ability to think critically and work collaboratively.
- Bridge the digital divide through exposure to tablet technology.
- Raise awareness of the current status of children's learning levels.
- Mobilize community members to take ownership of education.

THE PRATHAM APPROACH

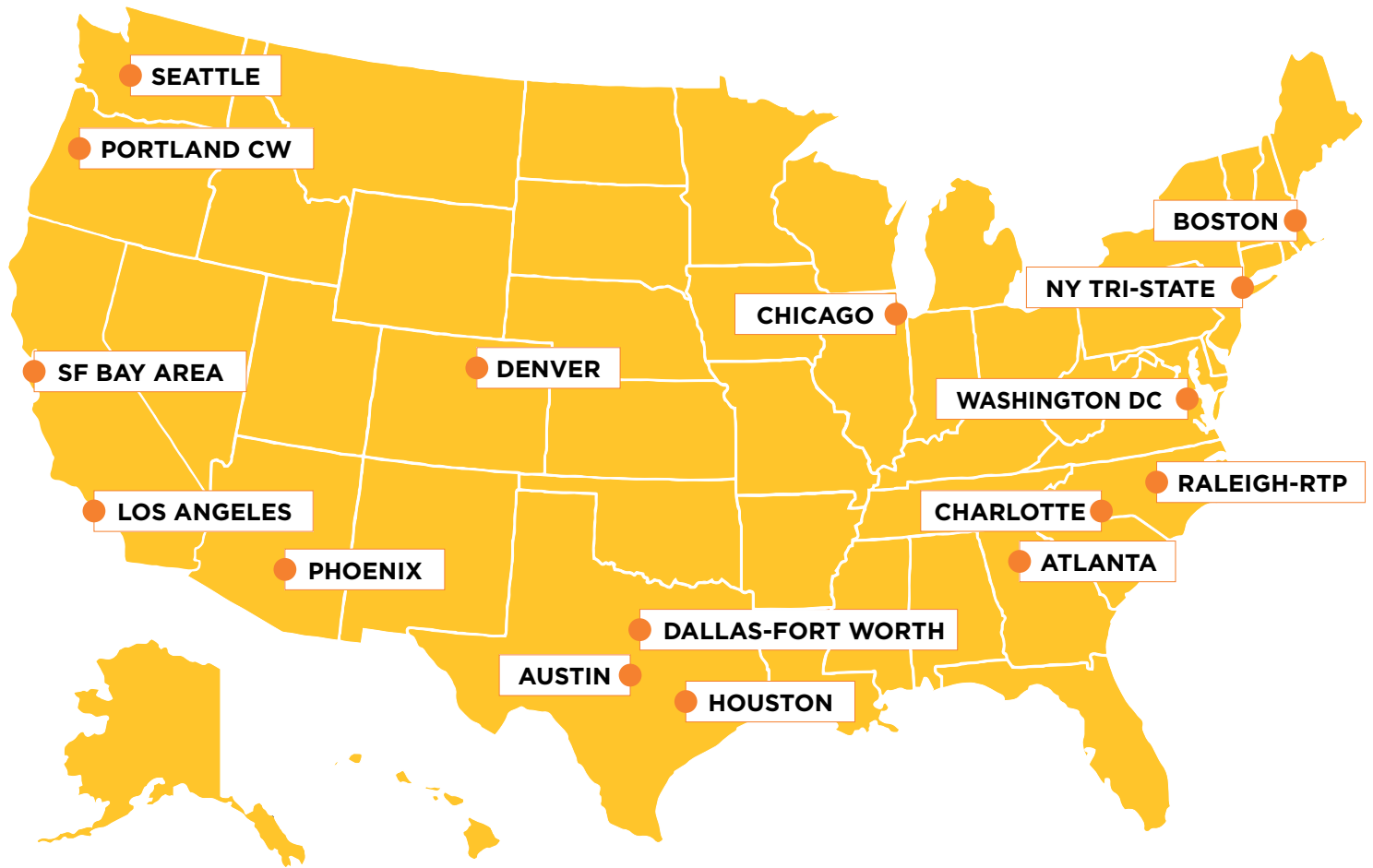


“

Pratham's leaders have consistently displayed insight and courage—starting with an ambitious vision for growth.

”

PRATHAM USA



CHARITY NAVIGATOR

Awarded four stars by America's
premier nonprofit evaluator for
eight consecutive years

2010 • 2011 • 2012 • 2013
2014 • 2015 • 2016 • 2017



GUIDESTAR

Platinum Seal
of Transparency



CHAMPIONS OF EDUCATION

Pratham USA works to bring about lasting change in India through education reform. In communities nationwide, our dedicated volunteers help us achieve our goals through their fundraising and advocacy efforts.

These individuals are at the heart of everything we do, lending their extraordinary talents and generous contributions of time, energy and resources. In 2017—through marathons and readathons, auctions and luncheons, happy hours and giving weeks—they collectively reached a fundraising milestone, surpassing \$20 million in revenue for the first time in Pratham USA's history.

Over a span of two decades, these volunteers have built a dynamic network that stretches across 14 US

cities, a network that expanded to include two new chapters in 2017: Atlanta and Portland CW.

As we look to the future, Pratham USA is keenly focused on both near- and long-term growth. New infrastructure and human capital continue to be added to support the development of the organization. Last year also saw the establishment of a new youth leadership program to nurture the next generation of changemakers.

Our local leaders foster robust connections through cultural, educational and recreational events that raise awareness and support for our mission. Most importantly, they unite us in the firm belief that teaching one child has the power to transform an entire nation.



Dinyar Devitre tees off at the Nirmayan Charity Pro-Am in Pune hosted by Golfer Rajiv Datar.



Raleigh teens challenge local kids to crunch numbers at the annual math competition.



Mount Kilimanjaro is no match for Pratham supporter Madhulika Banerjee and her parents.



Sushmita Sen and Pratham graduate Sanjana Das share a moment at the Houston gala.



Pratham young professionals take in an afternoon of polo on Governors Island in NYC.



Teachers College at Columbia University awards an honorary degree to Dr. Madhav Chavan.



Austin kids kick off the annual Pratham Readathon with a summer pool party.



Comedian Hasan Minhaj leaves guests at the New York Tri-State gala in stitches.



Phoenix supporters show off their dance moves at the annual gala.



DC President Chethan Rao enlightens Ben Franklin about Pratham at the STEM symposium.



Fashions by Ghungat dazzle at the annual Houston holiday luncheon for women's empowerment.



Supporters across the country rally to help Pratham USA win the Newman's Own Foundation Holiday Challenge.

PRATHAM USA

STATEMENT OF ACTIVITIES

For the year ending December 31, 2017

CHANGES IN UNRESTRICTED NET ASSETS

<i>Revenues and Other Support</i>	
Contributions	5,559,372
Foundation grants	3,869,630
Special events	6,870,311
Less: direct benefit to donors	(943,143)
Other income	30,789
Total revenues and other support	\$ 15,386,959

NET ASSETS RELEASED FROM RESTRICTION

Expiration of time restrictions	4,943,365
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TOTAL UNRESTRICTED REVENUES AND OTHER SUPPORT **20,330,324**

<i>Expenditures</i>	
Program support expenses	16,883,286
General and administrative expenses	553,095
Fundraising expenses	1,810,599
Total expenditures	\$ 19,246,980

INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS **1,083,344**

CHANGES IN TEMPORARILY RESTRICTED NET ASSETS

Contributions	2,043,411
Foundation grants	3,083,000
Special events	101,396
Other income	64,279
Net assets released from restriction	(4,943,365)

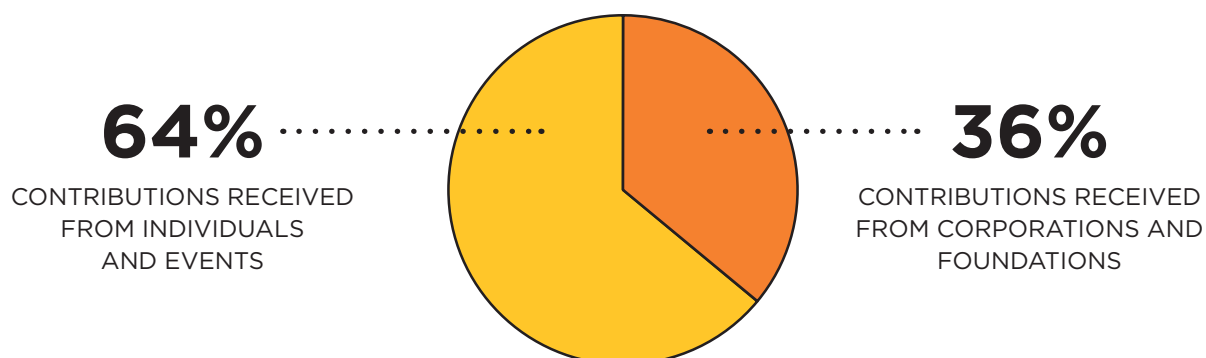
INCREASE (DECREASE) IN TEMPORARILY RESTRICTED NET ASSETS **348,721**

INCREASE (DECREASE) IN NET ASSETS **1,432,065**

NET ASSETS, BEGINNING OF YEAR **11,056,438**

NET ASSETS, END OF YEAR **\$ 12,488,503**

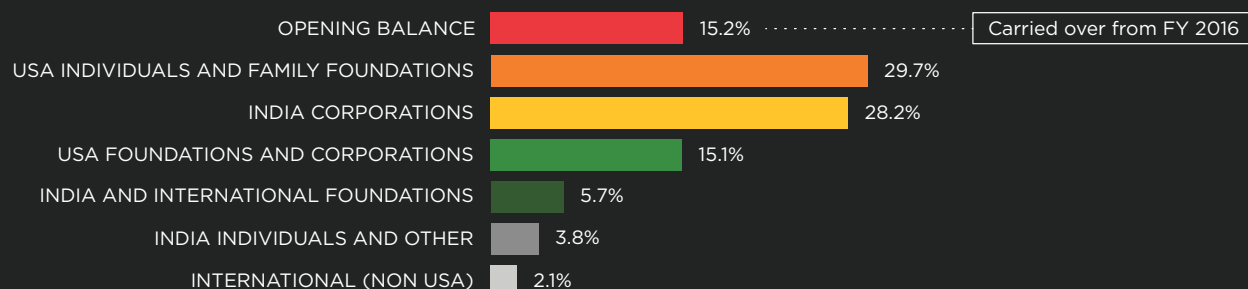
PRATHAM USA REVENUE BREAKDOWN



PRATHAM GLOBAL FINANCIALS

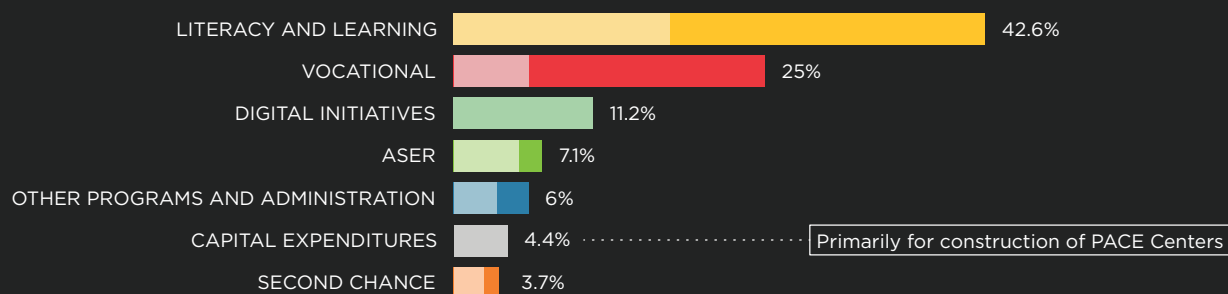
Unaudited from April 1, 2017 - March 31, 2018

SOURCES OF FUNDING \$38.7M



ALLOCATION OF FUNDING \$31.7M

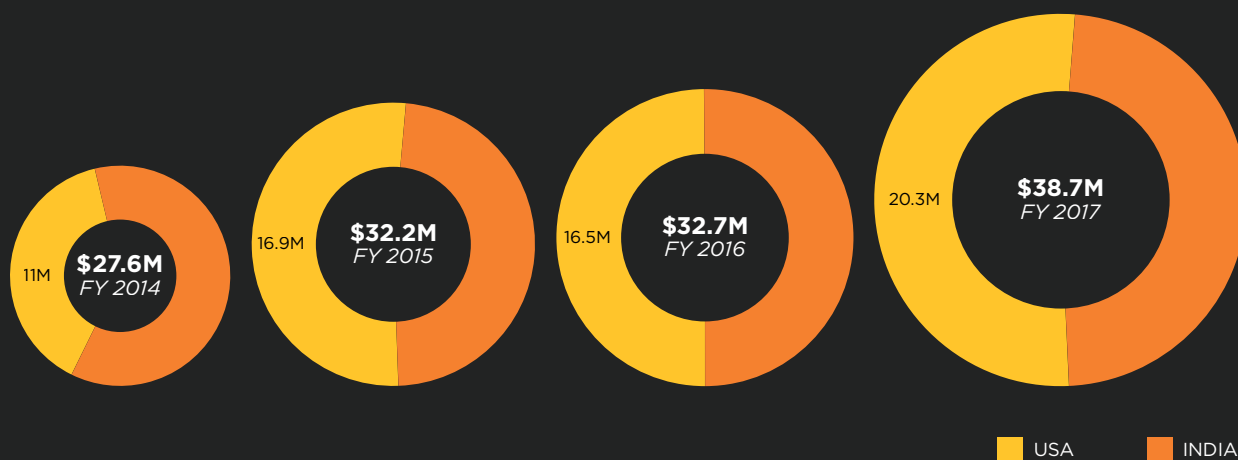
Lighter portions represent funds from Pratham USA



Since the accounting period in India (April - March) differs from the one adopted in the U.S., (January - December), there may be funds that are not utilized in the calendar year. Any remaining funds will be utilized on programs in the first quarter of 2018.

PRATHAM FUNDING GROWTH

Global for FY 2014-2017





A HEARTFELT THANK YOU TO OUR DONORS

Corporate, institutional and individual philanthropy enables Pratham to deliver on the promise of education. We are truly humbled by the dedication of our supporters and gratefully acknowledge their generosity.

2017 GIVING

CORPORATIONS & FOUNDATIONS

\$1,000,000 & ABOVE

Google
Skoll Foundation

\$250,000 - \$999,999

Artha Capital
Douglas B Marshall, Jr
Family Foundation
Estee Lauder Companies
Charitable Foundation
MacArthur Foundation
The William and Flora
Hewlett Foundation
Tides Foundation
UBS Optimus Foundation
Wrigley Company Foundation

\$100,000 - \$249,999

The Echidna Giving Fund
Pentair Foundation

\$50,000 - \$99,999

Allstate Insurance Company
BNY Mellon
CA Technologies
Empowerment Foundation

The PNC Financial
Services Group
VinaKom Inc.
Wells Fargo

\$25,000 - \$49,999

Atyanta Investment Group
Caliber Home Loans
The Capital Group Companies
Charitable Foundation
Colgate-Palmolive Company
Dome Equities
IIFL Wealth Management
Kirkland & Ellis Foundation

\$10,000 - \$24,999

Akin, Gump, Strauss,
Hauer & Feld
Amerapex Corporation
Anonymous
Applied Materials
Ascend Performance Materials
Avestar Capital
Bank of America
BBVA Compass
Bill & Melinda Gates Foundation
Broadridge Foundation
Casepoint
Centerview Partners

C-III Capital Partners
Cognizant
Eagle Global Advisors
Epace Technologies
Fidelity Investments
Indo-American Art
& Culture Society
Indus Valley Partners
Infosys Technology
John Wiley & Sons
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McKinsey & Company
Milbank, Tweed,
Hadley & McCloy
Nayamode
Ovation Travel Group
Pannell Kerr Forster of Texas
PricewaterhouseCoopers
Ropes & Gray
RSM US
Schwab Charitable Fund
State Street Bank
Sueba USA Corporation
United Core Management
Zillion Technologies

\$5,000 - \$9,999

Amegy Bank of Texas
Bondsforever

Brain and Spine Center
EY
Genpact
The Giggle Foundation
Ghungat USA
Jiadev
L'Aiglon Foundation
Luxfer
Mars Wrigley Confectionery
Medical Diagnostic
Imaging Group
Methodist Leading Medicine
Mondelēz International
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At Google.org, we look for organizations that are smart in their approach to teaching kids. This is not something a technologist can solve. We are excited to be working with Pratham, drawing on their experience serving students from disadvantaged communities for many years.

- Brigitte Hoyer Gosselink, Principal, Google.org



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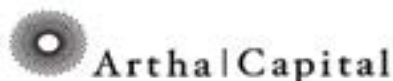
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Since 2013, the Wrigley Company Foundation has been partnering with Pratham to educate children in the mint farming villages of Uttar Pradesh.

Wrigley's multi-year support has allowed Pratham to implement learning camps in one of the most populated and impoverished regions of India.

So far, the sustained initiative has reached 100,000 children. Literacy rates have increased by 58 percent and math comprehension by 56 percent.



In line with its goal of building a safer, more sustainable world, the Pentair Foundation's support of Pratham's Second Chance program increases access to secondary education for vulnerable females.

Last year, Pentair's funding of four learning centers in Gujarat, Madhya Pradesh and Rajasthan enabled more than 400 dropouts to obtain their diplomas.

This partnership, now in its third year, helps bring about transformational change within villages and communities, as young women become agents of change themselves.



For over five years, Accenture has provided funding for Pratham's vocational training programs as part of its Skills to Succeed initiative.

This long-term intervention aims to empower India's economically disadvantaged youth, women and individuals with disabilities.

In 2017, Accenture's support helped close to 4,000 students across 17 training centers gain the skills they need to succeed in the high-demand fields of hospitality and electrical service.



A Teacher should be :

- ★ Patient
- ★ Understanding
- ★ open Minded
- ★ Good Listener
- ★ humorous
- ★ Polite
- ★ Confident

Pratham opens the door to learning for the most disadvantaged members of Indian society. Your support is integral to our work, from primary education to vocational training.

A gift today helps children and youth escape a lifetime of poverty and offers them a chance at a better future.

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